

5. The method of claim 2 further comprising:
displaying a message that indicates that,
based on prior use patterns of the shopper, at least one of
the grocery items within the maintained list of grocery
items should be purchased by the shopper.

6. The method of claim 5 wherein displaying a
message that indicates that, based on prior use patterns of
the shopper, at least one of the grocery items within the
maintained list of grocery items should be purchased by the
shopper comprises e-mailing the shopper.

7. A computer-based method of grocery shopping
comprising:
displaying on a PDA a list of user-selectable
grocery items;
allowing selection of at least one of the
displayed selectable grocery items; and
displaying at least one characteristic of a
selected grocery item.

8. The method of claim 7 wherein the at least
one characteristic comprises a characteristic selected from
the group consisting of calories, fat content, salt content,
cholesterol content, whether organically grown, whether low
fat, whether suitable for diabetics, whether Kosher, price,
size, shelf life and brand name.

9. The method of claim 7 further comprising:
displaying a comparison of at least one
characteristic of a plurality of selected grocery items.

10. The method of claim 9 further comprising:

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11. The method of claim 7 further comprising:
ranking a plurality of selected grocery items
based on the at least one characteristic.

13. The method of claim 12 wherein generating a report based on the list of purchased grocery items comprises generating a report selected from the group consisting of calorie consumption, fat consumption, sugar consumption, salt consumption and grocery cost.

15. The method of claim 12 wherein generating a report based on the list of purchased grocery items comprises generating a report periodically.

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